

Date: 5-Nov-12

TO: Susie Toma
Brad Daniell (Telerep Atlanta)

FROM: Dawn Tavoletti

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

RE: **Political Rebate**
Candidate: Critz
Week of: 10/29 - 11/4
Contract Number: 321781 - HL 6215012

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
1	6-7A M-F	:30	\$1,095	4	3	\$800	\$885.00
2	7-9A M-F	:30	\$845	4	4	\$800	\$180.00
3	9-10A M-F	:30	\$545	4	2	\$400	\$290.00
4	8-1030A Sat	:30	\$495	4	2	\$375	\$240.00
5	530-8A Sun	:30	\$445	4	1	\$350	\$95.00
6	8-10A Sun	:30	\$495	4	1	\$375	\$120.00
7	10-11A M-F	:30	\$445	4	4	\$350	\$380.00
8	12-1230P M-F	:30	\$495	4	3	\$375	\$360.00
9	3-4P M-F	:30	\$720	4	3	\$500	\$660.00
11	430-5P M-F	:30	\$720	4	2	\$500	\$440.00
12	5-530P M-F	:30	\$1,095	4	3	\$800	\$885.00
13	530-6P M-F	:30	\$1,095	4	2	\$800	\$590.00
14	6-630P M-F	:30	\$1,295	4	2	\$1,000	\$590.00
15	8-10A Sun	:30	\$495	4	1	\$375	\$120.00
16	6-630P Sun	:30	\$920	4	1	\$675	\$245.00
17	7-730P M-F	:30	\$2,195	4	1	\$1,800	\$395.00
20	11-1135P M-F	:30	\$2,695	4	3	\$2,000	\$2,085.00
21	1135P-1237A M-F	:30	\$920	4	2	\$675	\$490.00
22	1130P-1A Sat	:30	\$1,695	4	1	\$1,200	\$495.00
23	730-8P M-F	:30	\$2,195	4	2	\$1,800	\$790.00
24	8-9A M-F	:30	\$795	4	2	\$575	\$440.00
25	11A-12P M-F	:30	\$370	4	1	\$275	\$95.00

TOTAL REBATE (Gross) 10,870.00
(Net) 9,239.50



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency LUC, Inc

Write-up Date 11/5/12

Client Pol-Crits

Requested By D. Tavoletti

Campaign/Title Congress

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 321781

Explanation of Adjustments by Requestor: LUC

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 10,870.00 Debited: \$ _____

NET Amount to be Credited: \$ 9,239.50 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____

2. Local/National Sales Manager: D. Tavoletti Approved ☒ Date 11/5

3. General Sales Manager: _____ Approved _____ Date _____

General Manager (Over \$5000): _____ Approved _____ Date _____

4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSI _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

LUC, Inc.
25 Whitlock Place, SW
#201
Marietta, GA 30064-3142

Contract # 321781

Schedule Dates 10/29/12-11/06/12
Advertiser Pol/Critz M/D/Con/PA (12930)
Agency/T-Code LUC, Inc. (2895)/867768541
Product Political - Federal Candidate (1067)
Brand POL/M CRITZ/D/CON/PA 10/5 (81619)
Salesperson Telerep/Atlanta, Atlanta (1044)
Sales Office Telerep/Atlanta
Buyer Name MILLS,AMY
Phone/Fax /
CPE 2434
Account Types National/Political
Billing Type Standard
Comments 2434
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 07/12/12
Last Modified 11/05/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06215012
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$8,435.25
Net Total \$47,799.75
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Nov. 2012 57 \$56,235.00
Grand Total: 57 \$56,235.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:59A- Channel 11 News 6am	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 6-7A/1	9/21/12
2.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7A- Today Show	4	X	X	X	X	X			4	\$845.00	\$3,380.00	Pittsburgh (WPXI)	TODAY 7-9A/2	9/21/12
3.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	9A- Today Show 9a	2	X	X	X	X	X			2	\$545.00	\$1,090.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/4	9/21/12
4.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	8A- 10:30A (EST)								2	2	\$495.00	\$990.00	Pittsburgh (WPXI)	SAT NEWS 8-1030A/5	7/12/12
5.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	5:30A- 8A (EST)								1	1	\$445.00	\$445.00	Pittsburgh (WPXI)	SUN NEWS 530-8A/6	7/12/12
6.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)								1	1	\$495.00	\$495.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/7	7/12/12
7.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	10A- Ellen	4	X	X	X	X	X			4	\$445.00	\$1,780.00	Pittsburgh (WPXI)	ELLEN/8	9/21/12
8.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:59A- Channel 11 News At Noon	3	X	X	X	X	X			3	\$495.00	\$1,485.00	Pittsburgh (WPXI)	NOON NEWS/9	9/21/12
9.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	2:58P- Days Of Our Lives	3	X	X	X	X	X			3	\$720.00	\$2,160.00	Pittsburgh (WPXI)	DAYS/10	9/21/12
10.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	4P- Judge Judy 4p	2	X	X	X	X	X			2	\$545.00	\$1,090.00	Pittsburgh (WPXI)	JUDGE JUDY 4-430P/11	9/21/12
11.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	4:29P- Judge Judy 430p	4	X	X	X	X	X			4	\$720.00	\$2,880.00	Pittsburgh (WPXI)	JUDGE JUDY 430-5P/12	9/21/12
12.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5P- 5:30P (EST)	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 5-530P/13	9/21/12
13.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:30P- 6P (EST)	3	X	X	X	X	X			3	\$1,095.00	\$3,285.00	Pittsburgh (WPXI)	NEWS 530-6P/14	9/21/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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Brand POL/M CRITZ/D/CON/PA 10/5 (81619)
Salesperson TeleRep/Atlanta, Atlanta (1044)
Sales Office TeleRep/Atlanta
Buyer Name MILLIS,AMY
Phone/Fax /
CPE 2434
Account Types National/Political
Billing Type Standard
Comments 2434
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Grand Total:
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14.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	5:58P- Channel 11 News At 6pm M-F	4	X	X	X	X	X			2	\$1,295.00	\$1,295.00	Pittsburgh (WPXI)	NEWS 6-630P/15	9/21/12
15.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	8A- 10A (EST)								1	1	\$495.00	\$495.00	Pittsburgh (WPXI)	SUN NEWS 8-10A/MKGD	8/1/12
16.0	Normal Line / Spot	11/04/12-11/04/12	4	:30	6P- CHANNEL 11 NEWS								1	1	\$920.00	\$920.00	Pittsburgh (WPXI)	NEWS 6-630P/17	7/12/12
17.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	6:55P- Jeopardy	3	X	X	X	X	X			1	\$2,195.00	\$2,195.00	Pittsburgh (WPXI)	JEOPARDY 7-730P/18	9/21/12
18.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	7P- Jeopardy								1		\$920.00	\$920.00	Pittsburgh (WPXI)	BETTIS 7-730P/20	7/31/12
19.1	Normal Line / Spot	11/03/12-11/03/12	4	:30	7:30P- Hines Ward Show								1		\$795.00	\$795.00	Pittsburgh (WPXI)	HINES WARD/	11/1/12
20.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	3	X	X	X	X	X			3	\$2,695.00	\$8,085.00	Pittsburgh (WPXI)	LATE NEWS/22	9/21/12
21.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11:34P- TONIGHT SHOW	2	X	X	X	X	X			2	\$920.00	\$1,840.00	Pittsburgh (WPXI)	TONIGHT/23	9/21/12
22.0	Normal Line / Spot	11/03/12-11/03/12	4	:30	11:29P- NBC SATURDAY NIGHT LIVE								1	1	\$1,695.00	\$1,695.00	Pittsburgh (WPXI)	SUN/24	7/12/12
23.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	7:30P- WHEEL OF FORTUNE	2	X	X	X	X	X			2	\$2,195.00	\$4,390.00	Pittsburgh (WPXI)	WHEEL 730-8P/26	9/21/12
24.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	8A- 9A (EST)	2	X	X	X	X	X			2	\$795.00	\$1,590.00	Pittsburgh (WPXI)	TODAY 8A-9A/27	9/21/12
25.1	Normal Line / Spot	10/29/12-11/02/12	4	:30	11A- Anderson	1	X	X	X	X	X			1	\$370.00	\$370.00	Pittsburgh (WPXI)	ANDERSON/MKGD/31	9/21/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

Comments:

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